



Escapes

AFFORDABLE TRAVEL EXPERIENCES

NOW ALSO
AVAILABLE
AT SELECTED
RETAIL
OUTLETS



2018

Escapes is a monthly travel magazine filled with fantastic deals and discounts, plus information-packed features on getaways for every taste. With a strong focus on local destinations, Escapes is the perfect read for budget-conscious South African travellers.

PRINT CIRCULATION

56 342 COPIES PER MONTH (ABC)

AGE

25-60

LSM

6-10

DISCOUNTS

5% for 3 issues booked
10% for 6 issues booked
15% for 9 issues booked
20% for 12 issues booked

DISTRIBUTION Monthly: 12 issues per year to subscribers on a name-and-address basis. Now available at selected retail outlets.

DELIVERY Mailed to subscribers on a name-and-address basis.

ADVERT SPECIFICATIONS

Full Page spread

BLEED
5 mm all around (NB)

TRIM
275 mm (h) x 210 mm (w)

TYPE
255 mm (h) x 190 mm (w)

Double Page Spread

BLEED
5 mm all around (NB)

TRIM
275 mm (h) x 420 mm (w)

TYPE
255 mm (h) x 400 mm (w)

ADVERTISING RATES

Print (full colour)

Quarter page _____ R5 950
Half page _____ R10 950
Full page _____ R19 950
Double page spread _____ R29 950
Inside back cover _____ R23 950
Inside front cover _____ R23 950
Outside back cover _____ R31 950
Advertorials _____ R19 950

Digital

Per month (Facebook, Instagram, Twitter) _____ R1 000

ISSUE	MATERIAL DEADLINES
March 2018	26 January 2018
April 2018	23 February 2018
May 2018	23 March 2018
June 2018	20 April 2018
July 2018	25 May 2018
August 2018	22 June 2018

All rates exclude VAT. Full technical specifications will be provided by the HM Ad Traffic Department. Cancellation policy or T&C on the HSM website.



Paid monthly subscriptions
R27.60

SOCIAL MEDIA

FACEBOOK
Likes: 23 217

INSTAGRAM
Followers: 2 803

TWITTER
Followers: 226

ADVERTISING SALES ENQUIRIES

Jason Hill, (021) 416-0141 / 079 628 6926, jasonh@hsm.co.za

AD TRAFFIC CONTROLLER

Lisa Bright, (021) 416-0141, lisa@hsm.co.za

Published by Highbury Media for The Foschini Group

© Highbury Media (Pty) Ltd 2004/031056/07

V.A.T Registration No: 458 022 2752

Highbury Media, 21st floor, Metropolitan Centre,
7 Walter Sisulu Avenue, Foreshore, Cape Town, 8001,

PO Box 8145, Roggebaai, 8012. Tel: 021 416 0141, Fax: 021 418 0132

HIGHBURY
MEDIA

Printed by
paarlmedia

Made of paper awarded the EU Ecobal
reg. no. P/11/001, supplied by URM.

abc